Don’t forget that the “People” part of your project is essential. OCM stands for Organizational Change Management. Come to this session to learn OCM strategies that you can incorporate in your next project to help you manage people through change. You’ll be introduced to project to ensure what you’ve rolled out isn’t going to be ignored or partially adopted.
• What is OCM?
• What techniques can we use to help people adopt change?
• What are the 5 types of adopters, and which adoption techniques work best for them?
• What are 2 models to help manage the “people side” of change?
• Which adoption technique might you include in a future project?
Q: Thinking about a previous project, why did some stakeholders resist the change?
DISCUSS

CONFUSION
ANXIETY
FALSE STARTS
RESISTANCE
FRUSTRATION

Our goal: Reduce these!

Q: Thinking about a previous project, why did some stakeholders resist the change?
The application of a structured process and set of tools to manage the people side of change from a current state to a new state such that the desired results of the change (and expected return on investment) are achieved.

This is Prosci’s definition of OCM.
Organizational Change Management (OCM) is a framework for managing the people side of change...the adopters.

So...what can we incorporate in our projects to help people adopt change?
1. **Communications / Marketing** - Marketing is an important tool for convincing people that the new product is mainstream and commonplace.

2. **Group Training** - One of the most common methods to start people on their journey toward new technology.

3. **Train the Trainer** - This technique involves training key members of staff so they can train others.

4. **One-on-One Training** - Can be tailored to specific needs.

5. **Champions** - Champions take on new technology and then use their influence to promote it in the organization. Using managers as champions is particularly effective.

6. **Proof of Concepts** - Can be beneficial in gaining employees’ support because it gives early indications of the viability of the initiative.

7. **Contests** - Contests bring a playful attitude to new technology, can generate excitement and get people in the mood to explore new tech. It should be enjoyable and not compulsory.

8. **Incentives** - Incentives don’t have to be large. While this can be tough in K-12, we can offer recognition. Also, make sure people aren’t incentivized to “do it the old way.”

9. **Herd Mentality** - Herd mentality means “follow the crowd.” Helpful for those who are willing to follow others’ success.

10. **Force** - Aka “the last resort.”

**ADOPTION TECHNIQUES**

Source: InfoTech
SORT THE PERSONAS
INNOVATION ADOPTION CURVE

“I’m a beta tester for full self driving!”

“I’m the first in line when the new iPhone comes out.”

“I’m okay with tech, but I still like to wait.”

“I wait until they work out all the kinks.”

“I HATE technology!”

Q: Why does it matter what our adopters look like?

Q: Why do we care about the size of the groups, and this curve?

Adoption Techniques

Select and apply techniques with the intention of being impactful on all the different types of adopters!

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<th>CATEGORY 1 Innovator</th>
<th>CATEGORY 2 Early Adopter</th>
<th>CATEGORY 3 Early Majority</th>
<th>CATEGORY 4 Late Majority</th>
<th>CATEGORY 5 Laggard</th>
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Source: InfoTech  Visualization created by SDCOE EPMO
**LIPPITT-KNOSTER MODEL**

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<tr>
<td>VISION + SKILLS + INCENTIVES + RESOURCES + ACTION PLAN</td>
<td>= FALSE STARTS</td>
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Lippitt-Knoster Model for Managing Complex Change
Q: Think back to that previous project where some stakeholders resisted the change... what might have been the missing ingredient?

AND, which of the 10 strategies (or other) might have helped?

CONFUSION = Insufficient vision
ANXIETY = Insufficient skills
RESISTANCE = Insufficient incentives (or there is an incentive to continue the “old way”)
FRUSTRATION = Insufficient resources
FALSE STARTS = Insufficient planning
The Prosci ADKAR Model is an individual change framework created by Jeff Hiatt. ADKAR is an acronym that represents the five building blocks of successful change for an individual.
Organizational Change Management (OCM) is a framework for managing the people side of change...the adopters.

2 models:
- Lippitt-Knoster
- ADKAR

Techniques that help people adopt change include Training, Communications, Champions, Contests, and more – select with the intention of being impactful on all the different types of adopters!

2 models:
- Lippitt-Knoster
- ADKAR

Which technique might you include in a future project?

5 types of adopters:
- Innovator
- Early Adopter
- Early Majority
- Late Majority
- Laggard

Vision + Skills + Incentives + Resources + Action Plan = Change